

# INTRO TO DESIGN SOFTWARE

**1. Adobe Illustrator** is the Photoshop of vector art, also known as resolution-independent graphics. Vectors can be resized larger infinitely without loss of quality. Illustrator is perfect for infographics, branding, and other graphic heavy projects.

**2. Adobe InDesign** does page layouts. It allows you to produce and preview documents for magazines, both in print and online across mobile and desktop platforms. It offers more precision with typography, but less in the graphics department than Illustrator. InDesign is made for publishing. Ideally, projects rendered are one or multi-page documents, posters, and other marketing material.

**3. Adobe Photoshop** is the go-to image editing and manipulation software used by almost everyone in the industry. Photoshop excels in working with images and is capable of producing highly detailed compositions. It is also the software used to design websites before being coded.

**4. Adobe Light Room** is a photo processor and image organizer developed. It allows

viewing, organizing and retouching large numbers of digital images. It has limited editing capabilities compared to Photoshop and should be used more as an image organizing software.

**5. Adobe Premiere** is used to edit and cut video tracks, and then export them in the desired format. The project panel allows you to grab individual clips and add them to a timeline to create a movie.

**6. Adobe Typekit** partners with the world's leading type foundries to bring thousands of beautiful fonts to designers every day. You download fonts from Typekit for the web use or for Adobe desktop applications (i.e. InDesign, Illustrator, Photoshop).

**7. Adobe Color** is a web based software that lets individuals try out, create, save, and most importantly share various color schemes. A color scheme can be sent to anyone with an Adobe license so they can use the exact colors for a certain project or brand.

## RULES TO LIVE BY

**Illustrator** for graphic heavy project (infographic, logo, presentation graphics)

**Photoshop** for image editing and manipulation, and website design

**InDesign** for text heavy documents (one-pagers, posters, booklets)